

NHTSA 2015 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

S	M	T	W	T	F	S	
				1	2	3	Happy New Year!
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

FEBRUARY

S	M	T	W	T	F	S	
1	2	3	4	5	6	7	February 1 Super Bowl XLIX IMPAIRED DRIVING Primary Message: <i>Fans Don't Let Fans Drive Drunk</i>
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	

MARCH

S	M	T	W	T	F	S	
1	2	3	4	5	6	7	March 17 St. Patrick's Day IMPAIRED DRIVING Primary Message: <i>Buzzed Driving Is Drunk Driving</i> Twitter Chat: <i>Buzzed Driving</i>
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

APRIL

S	M	T	W	T	F	S	
			1	2	3	4	National Distracted Driving Awareness Month Primary Message: <i>U Drive. U Text. U Pay.</i> <i>Paid Media Campaign: TBD</i> Tweet Up: <i>Distraction</i>
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30			

MAY

S	M	T	W	T	F	S	
				1	2		Motorcycle Safety Awareness Month Primary Message: <i>Share the Road with Motorcyclists</i>
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							May 5 Cinco de Mayo IMPAIRED DRIVING Primary Message: <i>Buzzed Driving Is Drunk Driving</i>
							May 11 – May 25 <i>Click It or Ticket</i> National Enforcement Mobilization OCCUPANT PROTECTION Primary Message: <i>Click It or Ticket</i> <i>Paid Media</i>

JUNE

S	M	T	W	T	F	S	
	1	2	3	4	5	6	June 16 National Ride to Work Day Primary Message: <i>Motorcycle Safety</i>
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30					

JULY

S	M	T	W	T	F	S	
			1	2	3	4	July 4 Fourth of July IMPAIRED DRIVING Primary Message: <i>Drive Sober or Get Pulled Over</i> Secondary Message: <i>Buzzed Driving Is Drunk Driving</i> Tweet Up: <i>Buzzed Driving</i>
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

AUGUST

S	M	T	W	T	F	S	
						1	Back to School Safety Month Primary Message: <i>Walk, Bike, and Ride to School Safely!</i>
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	August 19 – September 7 IMPAIRED DRIVING National Enforcement Crackdown Primary Message: <i>Drive Sober or Get Pulled Over</i>
23	24	25	26	27	28	29	
30	31						

SEPTEMBER

S	M	T	W	T	F	S	
		1	2	3	4	5	September 13 – 19 Child Passenger Safety Week OCCUPANT PROTECTION Twitter Chat: <i>Child Passenger Safety</i>
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				

OCTOBER

S	M	T	W	T	F	S	
				1	2	3	October 19 – 25 National Teen Driver Safety Week TEEN DRIVING ISSUES Primary Message: <i>5 to Drive</i>
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	October 31 Halloween IMPAIRED DRIVING Primary Message: <i>Buzzed Driving Is Drunk Driving</i>

NOVEMBER

S	M	T	W	T	F	S	
1	2	3	4	5	6	7	November 27 Thanksgiving Holiday Travel OCCUPANT PROTECTION Primary Message: <i>Buckle Up. Every Trip. Every Time.</i>
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	November 28 – December 15 Pre-Holiday Season IMPAIRED DRIVING Primary Message: <i>Buzzed Driving Is Drunk Driving</i> Twitter Chat: <i>Buzzed Driving</i>
29	30						

DECEMBER

S	M	T	W	T	F	S	
		1	2	3	4	5	December 16 – January 2, 2016 Holiday IMPAIRED DRIVING Primary Message: <i>Drive Sober or Get Pulled Over</i> <i>Paid Media</i>
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31	Jan 1	2	TVB Project Roadblock: <i>Buzzed Driving Is Drunk Driving</i>